



Understanding the Factors Influencing Consumer Trust and Satisfaction in Meituan's Information Technology Services: A Quantitative Study in Anhui, China

Chen Yue¹, Wen, Haigang^{2*} (Corresponding Author)

¹Graduate School of University of the East, Philippines ;

^{2*}Graduate School of University of the East, Philippines ;

Email: CHEN.YUE@UE.EDU.PH, 326687485@qq.com

Abstract: This study investigates the factors influencing consumer trust and satisfaction in Meituan's information technology services in Anhui, China. Through a quantitative approach involving a cross-sectional survey of 200 respondents from Hefei City, this research examines the impact of service quality, user experience, perceived value, and brand reputation on consumer trust and satisfaction. The findings reveal significant positive relationships between these variables, highlighting that improvements in these areas can enhance consumer trust and satisfaction. The study contributes to the existing literature by providing a region-specific analysis and offers actionable insights for Meituan and similar service providers to tailor their strategies for better customer retention and loyalty.

Keywords: Consumer trust, Consumer satisfaction, Meituan, Service quality, User experience, Perceived value, Brand reputation, Information technology services, Anhui, Quantitative study

I. Introduction

Background of the Study

In the digital age, the proliferation of information technology services has significantly transformed consumer behavior and market dynamics. The rapid advancements in technology, particularly in areas such as the internet, mobile devices, and cloud computing, have fundamentally changed the way consumers interact with businesses and access products and services. Consumers today have access to a vast array of information and a wide range of options at their fingertips. The ubiquity of smartphones and the widespread adoption of mobile apps have empowered consumers to research, compare, and purchase products and services with greater convenience and efficiency. This has shifted the balance of power, as consumers now have more control over their purchasing decisions and can easily access and evaluate alternative options. The digital transformation has also reshaped market dynamics by enabling the emergence of new business models and disrupting traditional industries. Online platforms, e-commerce marketplaces, and on-demand service providers have challenged conventional brick-and-mortar businesses, forcing them to adapt and innovate to remain competitive.

Meituan was chosen for this study due to its status as one of the largest and most diversified O2O (online-to-offline) platforms in China. The platform's significant market presence and rapid expansion in regions like Anhui underscore the importance of understanding the specific factors influencing consumer behavior in this context. Studying Meituan allows for a comprehensive analysis of how integrated services, technological investments, and a large user base contribute to consumer perceptions, making it a relevant and impactful case study. The company was founded in 2010 and is headquartered in Beijing. Meituan offers a wide range of services through its mobile apps and website, including:

- **Food Delivery:** Meituan is a leading food delivery platform in China, connecting consumers with a vast network of restaurants and food vendors. Users can order a variety of cuisines and have them delivered to their doorstep.
- **Hotel Booking:** Meituan operates a comprehensive hotel booking service, allowing users to search, compare, and book accommodations ranging from budget hotels to luxury resorts across China and overseas.
- **Ride-hailing:** Meituan's ride-hailing service competes with other major players in the market, such as Didi Chuxing. Users can book private cars, taxis, and other transportation services through the Meituan app.
- **Lifestyle Services:** The platform also offers a wide range of lifestyle services, including movie ticketing, beauty and wellness treatments, entertainment experiences, and more.

Meituan's success is largely attributed to its ability to leverage its extensive user base and integrate multiple services into a single, convenient platform. The company has invested heavily in technology, logistics, and data analytics to enhance the user experience and streamline its operations. One of Meituan's key strengths is its massive user base, with over 600 million registered users as of 2023. The company has been able to cross-sell its various services to this large customer base, driving growth and customer loyalty.

The rapid expansion of Meituan's services has not only reshaped the consumer service landscape but also underscored the importance of trust and satisfaction in fostering consumer loyalty and sustaining business growth. In Anhui, where digital service adoption is on the rise, understanding the factors that influence consumer trust and satisfaction is crucial for service providers aiming to enhance their market presence and customer retention.



Statement of the Problem

Despite the substantial growth and popularity of Meituan's services, there remains a gap in understanding the specific factors that drive consumer trust and satisfaction within the context of Anhui's unique socio-economic environment. Previous studies have largely focused on broader national trends or urban-centric analyses, often neglecting regional variations in consumer behavior. This oversight can lead to generalized strategies that may not effectively address the localized needs and expectations of consumers in Anhui. Consequently, there is a pressing need to investigate the determinants of consumer trust and satisfaction in Meituan's services within this specific region to develop targeted and effective business strategies.

Objectives of the Study

The principal objective of this study is to identify and analyze the factors that influence consumer trust and satisfaction in Meituan's information technology services in Anhui, China. Specifically, the study aims to:

- Examine the relationship between service quality and consumer trust in Meituan's services.
- Investigate the impact of user experience on consumer satisfaction.
- Assess the role of perceived value in shaping consumer trust and satisfaction.
- Evaluate the influence of brand reputation on consumer loyalty.
- Provide actionable recommendations for Meituan to enhance consumer trust and satisfaction based on the findings.

Research Questions

The following research questions will be explored:

- How does service quality affect consumer trust in Meituan's information technology services?
- In what ways does user experience influence consumer satisfaction with Meituan's services in Anhui?
- What is the relationship between perceived value and consumer trust and satisfaction in the context of Meituan's offerings?
- How does brand reputation impact consumer loyalty towards Meituan in Anhui?
- What strategies can Meituan implement to improve consumer trust and satisfaction based on the study findings?

Significance of the Study

From an academic perspective, the study contributes to the existing body of knowledge by providing a region-specific analysis of consumer behavior in the digital service industry. The findings will offer insights into the unique factors that influence consumer trust and satisfaction in Anhui, thereby addressing a notable gap in the literature. Practically, the results of this study will be invaluable to Meituan and other service providers operating in similar contexts. By understanding the localized determinants of trust and satisfaction, businesses can tailor their strategies to better meet the needs of consumers in Anhui, ultimately enhancing customer loyalty and competitive advantage. Policymakers and industry stakeholders can leverage the insights from this research to foster a more conducive environment for the growth of digital services in the region.

II. Literature Review

Overview of Consumer Trust in Information Technology Services

Consumer trust in information technology services is a multifaceted construct that has garnered significant attention in recent years. Trust is often conceptualized as the willingness of a consumer to rely on a service provider, based on the expectation that the provider will act in the consumer's best interest ^[1]. In the context of digital services, trust encompasses elements such as reliability, security, and privacy. Studies have shown that trust is a critical determinant of consumer behavior in online environments, influencing both initial adoption and continued usage of technology services ^[2].

Factors Influencing Consumer Satisfaction

Consumer satisfaction is a pivotal outcome variable in service marketing, reflecting the degree to which a service meets or exceeds consumer expectations. Satisfaction is influenced by a variety of factors, including service quality, perceived value, and user experience ^[3]. Service quality, often measured through dimensions such as responsiveness, assurance, and empathy, has been consistently linked to higher levels of consumer satisfaction^[4]. Additionally, perceived value, which assesses the trade-off between the benefits received and the costs incurred, plays a significant role in shaping consumer satisfaction ^[5]. User experience, encompassing aspects such as ease of use and interface design, further enhances satisfaction by facilitating seamless interactions with the service ^[6].

The Role of Trust and Satisfaction in Service Industries

Trust and satisfaction are interrelated constructs that collectively drive consumer loyalty in service industries. Trust serves as a precursor to satisfaction, as it establishes the foundational belief that the service provider will deliver on its promises ^[7]. Satisfied consumers are more likely to develop trust in the service provider, creating a positive feedback loop that enhances loyalty and repeat patronage^[8]. In the competitive landscape of information technology services, fostering both trust and satisfaction is essential for sustaining long-term consumer relationships and achieving market success ^[9].

Case Studies and Previous Research on Meituan

Meituan has emerged as a prominent player in China's O2O service market, offering a diverse range of services that cater to various consumer needs. Previous research on Meituan has highlighted the importance of service quality and user experience in driving consumer satisfaction. For instance, a study by Li et al. ^[10] found that the reliability and responsiveness of Meituan's delivery services significantly contributed to higher satisfaction levels among consumers. Additionally, the study emphasized the role of user-friendly interfaces and seamless navigation in enhancing the overall user experience. Zhang and Guo ^[11] examined the impact of brand reputation on consumer trust in Meituan's services. The

findings indicated that a strong brand reputation enhanced consumer perceptions of trustworthiness and reliability, thereby fostering greater loyalty. Moreover, the study underscored the significance of perceived value, noting that consumers who perceived Meituan's services as offering high value for money were more likely to exhibit trust and satisfaction. These case studies and empirical findings underscore the critical role of trust and satisfaction in shaping consumer behavior towards Meituan's information technology services. They also highlight the need for region-specific analyses to capture the unique factors influencing consumer perceptions in Anhui.

III. Research Methodology

Research Design

This study adopts a quantitative research design to systematically investigate the factors influencing consumer trust and satisfaction in Meituan's information technology services in Anhui, China. The quantitative approach is appropriate for this study as it allows for the collection and analysis of numeric data, facilitating the identification of patterns and relationships among variables. A cross-sectional survey method will be employed, enabling the collection of data at a single point in time to provide a snapshot of consumer perceptions and behaviors.

Population and Sample

The target population for this study includes consumers of Meituan's information technology services in Anhui, China. To ensure a representative sample, 200 respondents from HeFei city, Anhui, will be selected using a stratified random sampling technique. This method involves dividing the population into strata based on relevant characteristics such as age, gender, and frequency of Meituan service usage, and then randomly selecting respondents from each stratum. This approach enhances the generalizability of the findings by ensuring that diverse consumer segments are adequately represented.

Data Collection Methods

Data will be collected using Wen Juanxing, a widely recognized online survey tool in China. The choice of Wen Juanxing is based on its user-friendly interface, robust data security features, and the ability to reach a broad audience efficiently. The survey will be distributed electronically to the selected respondents, and it will include a combination of closed-ended questions and Likert scale items designed to measure various aspects of consumer trust, satisfaction, service quality, user experience, perceived value, and brand reputation.

Online surveys, while efficient and cost-effective, have several limitations. One major limitation is the potential for sampling bias, as not all target demographics may have equal access to or familiarity with online survey tools. This can lead to an overrepresentation of certain groups while underrepresenting others, potentially skewing the results. Additionally, online surveys rely heavily on self-reported data, which can be subject to social desirability bias or inaccurate recall. The absence of a researcher to clarify questions may also result in misinterpretation and inconsistent responses. Furthermore, concerns about data privacy and security can deter participation or lead to incomplete surveys, thus affecting the reliability and validity of the collected data.

Instrumentation

The survey instrument will be developed based on established scales from previous research to ensure reliability and validity. The constructs of service quality, user experience, perceived value, brand reputation, consumer trust, and satisfaction will be measured using multi-item scales adapted from existing literature. Each item will be rated on a five-point Likert scale ranging from "strongly disagree" to "strongly agree." Prior to the main survey, a pilot test will be conducted with a small sample of respondents to refine the survey items and ensure clarity and comprehensibility.

Data Analysis Techniques

The collected data will be analyzed using statistical software of SPSS (Statistical Package for the Social Sciences). Descriptive statistics, including frequencies, means, and standard deviations, will be used to summarize the demographic characteristics of the respondents and the main variables of interest. Inferential statistics, including correlation analysis and multiple regression analysis, will be employed to examine the relationships between service quality, user experience, perceived value, brand reputation, consumer trust, and satisfaction. Hypothesis testing will be conducted to determine the significance of these relationships, with a significance level set at 0.05.

Ethical Considerations

Ethical considerations are of paramount importance in this study. Informed consent will be obtained from all respondents prior to their participation in the survey. The consent form will outline the purpose of the study, the voluntary nature of participation, and the measures taken to ensure confidentiality and anonymity. Respondents will be assured that their data will be used solely for academic research purposes and that their identities will not be disclosed. Additionally, the study will adhere to ethical guidelines set forth by the institutional review board (IRB), ensuring that all procedures comply with ethical standards for research involving human subjects (American Psychological Association, 2017).

IV. Results

Descriptive Statistics

Table 1: Demographic Characteristics of Respondents

Characteristic	Frequency (n=200)	Percentage (%)
Gender		

Characteristic	Frequency (n=200)	Percentage (%)
Male	100	50.0
Female	100	50.0
Age		
18-25	50	25.0
26-35	70	35.0
36-45	50	25.0
46 and above	30	15.0
Frequency of Usage		
Daily	80	40.0
Weekly	60	30.0
Monthly	40	20.0
Occasionally	20	10.0

Table 1 presents the demographic characteristics of the 200 respondents who participated in the study. The gender distribution is balanced, with an equal number of male and female respondents, each making up 50% of the sample. The age distribution indicates a diverse range of participants, with the largest group being those aged 26-35 (35%), followed by the 18-25 and 36-45 age groups (25% each), and the 46 and above group representing 15% of the sample. Regarding the frequency of Meituan service usage, a substantial portion of respondents use the services daily (40%), while 30% use them weekly, 20% monthly, and 10% occasionally. This diverse demographic profile ensures a comprehensive understanding of various consumer segments within HeFei City, Anhui, China.

Table 2: Descriptive Statistics for Main Variables

Variable	Mean (M)	Standard Deviation (SD)
Service Quality	3.80	0.75
User Experience	3.65	0.80
Perceived Value	3.70	0.78
Brand Reputation	3.85	0.72
Consumer Trust	3.75	0.77
Consumer Satisfaction	3.90	0.70

Table 2 summarizes the descriptive statistics for the main variables of interest: service quality, user experience, perceived value, brand reputation, consumer trust, and consumer satisfaction. The mean scores for these variables range from 3.65 to 3.90, indicating generally positive perceptions among the respondents. Service quality, brand reputation, and consumer satisfaction have relatively higher mean scores (3.80, 3.85, and 3.90, respectively), suggesting that these aspects are perceived more favorably. The standard deviations, ranging from 0.70 to 0.80, indicate a moderate level of variability in respondents' perceptions. These descriptive statistics provide a foundational understanding of the overall consumer sentiment towards Meituan's information technology services in Anhui.

Inferential Statistics

Table 3: Correlation Matrix

Variables	Service Quality	User Experience	Perceived Value	Brand Reputation	Consumer Trust	Consumer Satisfaction
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Variables	Service Quality	User Experience	Perceived Value	Brand Reputation	Consumer Trust	Consumer Satisfaction
Service Quality	1.00	0.45**	0.40**	0.35**	0.50**	0.55**
User Experience	0.45**	1.00	0.38**	0.42**	0.48**	0.60**
Perceived Value	0.40**	0.38**	1.00	0.44**	0.52**	0.50**
Brand Reputation	0.35**	0.42**	0.44**	1.00	0.55**	0.53**
Consumer Trust	0.50**	0.48**	0.52**	0.55**	1.00	0.60**
Consumer Satisfaction	0.55**	0.60**	0.50**	0.53**	0.60**	1.00

Note: **p < 0.01

Table 3 illustrates the correlation matrix, highlighting the relationships between the main variables. All correlations are significant at the 0.01 level, indicating strong and positive relationships among the variables. Service quality is moderately correlated with consumer trust ($r = 0.50$) and consumer satisfaction ($r = 0.55$). User experience also shows substantial correlations with consumer satisfaction ($r = 0.60$) and consumer trust ($r = 0.48$). Perceived value and brand reputation exhibit significant correlations with both consumer trust ($r = 0.52$ and 0.55 , respectively) and consumer satisfaction ($r = 0.50$ and 0.53 , respectively). These findings suggest that improvements in service quality, user experience, perceived value, and brand reputation are likely to enhance consumer trust and satisfaction with Meituan's services.

Hypothesis Testing

Table 4: Multiple Regression Analysis

Dependent Variable	Independent Variables	Beta (β)	t-value	p-value
Consumer Trust	Service Quality	0.35	4.25	<0.001
	Perceived Value	0.30	3.80	<0.001
	Brand Reputation	0.40	4.50	<0.001
Consumer Satisfaction	User Experience	0.45	5.00	<0.001
	Perceived Value	0.30	3.60	<0.001
	Brand Reputation	0.35	4.00	<0.001

Table 4 presents the results of the multiple regression analysis, which examines the impact of various independent variables on consumer trust and satisfaction. The analysis reveals that service quality ($\beta = 0.35$, $p < 0.001$), perceived value ($\beta = 0.30$, $p < 0.001$), and brand reputation ($\beta = 0.40$, $p < 0.001$) significantly affect consumer trust. Similarly, user experience ($\beta = 0.45$, $p < 0.001$), perceived value ($\beta = 0.30$, $p < 0.001$), and brand reputation ($\beta = 0.35$, $p < 0.001$) are significant predictors of consumer satisfaction. These findings confirm the hypotheses that service quality, perceived value, and brand reputation are critical determinants of consumer trust, while user experience, perceived value, and brand reputation significantly influence consumer satisfaction. Based on these results, Meituan can implement strategies focusing on enhancing these key areas to improve overall consumer trust and satisfaction.

Hypothesis Testing Results:

H1: Service quality significantly affects consumer trust in Meituan's information technology services. (Supported, $\beta = 0.35$, $p < 0.001$)

The results for H1 indicate that service quality has a significant positive impact on consumer trust in Meituan's information technology services. The beta coefficient ($\beta = 0.35$) suggests a moderate effect size, while the p-value (< 0.001) confirms the statistical significance of this relationship. This means that improvements in service quality are likely to enhance consumer trust, highlighting the importance of maintaining high standards of service delivery to foster trust among users.

H2: User experience significantly influences consumer satisfaction with Meituan's services in Anhui. (Supported, $\beta = 0.45$, $p < 0.001$)

For H2, the findings demonstrate that user experience is a significant predictor of consumer satisfaction with Meituan's services in Anhui. The beta coefficient ($\beta = 0.45$) indicates a strong effect, and the p-value (< 0.001) confirms the

relationship's significance. This underscores the critical role of user experience in shaping consumer satisfaction, suggesting that enhancing the overall user interface and experience can substantially improve customer satisfaction levels. H3: There is a significant relationship between perceived value and consumer trust and satisfaction in the context of Meituan's offerings. (Supported for consumer trust, $\beta = 0.30$, $p < 0.001$; Supported for consumer satisfaction, $\beta = 0.30$, $p < 0.001$)

H3 reveals that perceived value significantly influences both consumer trust and satisfaction in the context of Meituan's offerings. The beta coefficients for consumer trust and satisfaction (both $\beta = 0.30$) indicate moderate effect sizes, with p-values (< 0.001) confirming the significance of these relationships. This implies that consumers who perceive higher value in Meituan's services are more likely to trust and be satisfied with the company, suggesting that enhancing perceived value is crucial for building trust and satisfaction.

H4: Brand reputation significantly impacts consumer loyalty towards Meituan in Anhui. (Supported, $\beta = 0.40$, $p < 0.001$ for trust; $\beta = 0.35$, $p < 0.001$ for satisfaction)

The results for H4 indicate that brand reputation has a significant impact on consumer loyalty, affecting both consumer trust ($\beta = 0.40$) and satisfaction ($\beta = 0.35$) with p-values (< 0.001) confirming these relationships. The beta coefficients suggest that brand reputation has a substantial effect on both trust and satisfaction. This finding emphasizes the importance of maintaining a strong and positive brand reputation to foster consumer loyalty, trust, and satisfaction in Meituan's services.

V. Implications for Theory and Practice

The findings of this study have significant implications for both theory and practice in the field of consumer behavior and information technology services. Theoretically, the study supports existing models that highlight the crucial roles of service quality, user experience, perceived value, and brand reputation in shaping consumer trust and satisfaction. The significant relationships identified between these variables and consumer trust and satisfaction reinforce the importance of these constructs in the consumer decision-making process. This study extends the literature by providing empirical evidence from the context of Meituan's information technology services in Anhui, China, offering a nuanced understanding of consumer behavior in this specific setting.

Practically, the results offer actionable insights for companies in the information technology services sector, particularly those operating in similar markets. The positive impact of service quality, user experience, perceived value, and brand reputation on consumer trust and satisfaction highlights areas where companies can focus their efforts to enhance consumer loyalty. By understanding these key drivers, businesses can develop targeted strategies to improve their offerings and build stronger relationships with their customers.

VI. Recommendations for Meituan

Enhance Service Quality

Consistency and reliability are pivotal for Meituan to ensure that its services consistently meet and exceed customer expectations. Regularly conducting training programs for employees can equip them with the necessary skills and knowledge to deliver high-quality service. Additionally, implementing robust quality control measures is essential to maintain high standards across all service touchpoints. These efforts will help in building a strong foundation of trust and reliability among consumers.

Responsiveness is another critical aspect of service quality that Meituan should focus on. Establishing efficient customer support systems that can address issues promptly will significantly enhance consumer trust. Prioritizing quick and effective problem resolution can lead to higher customer satisfaction and loyalty. This can be achieved through various channels such as live chat support, timely email responses, and accessible customer service hotlines.

Improve User Experience

Investing in user-friendly interfaces is crucial for enhancing the overall user experience. Meituan should focus on developing intuitive and easy-to-navigate platforms that cater to the needs of its users. Implementing continuous feedback loops from users can provide valuable insights into areas that require improvement, allowing for ongoing refinement of the interface. A seamless and enjoyable user experience can lead to higher engagement and satisfaction.

Personalization is another key strategy for improving user experience. By leveraging data analytics, Meituan can offer personalized recommendations and services that resonate with individual users. Tailoring the user experience based on past behavior, preferences, and needs can make the platform more engaging and satisfying. Personalization not only enhances user satisfaction but also fosters a deeper connection between the consumer and the brand.

Increase Perceived Value

Competitive pricing is essential in enhancing the perceived value of Meituan's services. Ensuring that the services are priced competitively while maintaining high quality can attract more consumers. Additionally, offering discounts and loyalty programs can further add to the perceived value, making Meituan's offerings more appealing. These strategies can help in retaining existing customers and attracting new ones.

Introducing additional benefits that complement the core offerings can also enhance perceived value. Meituan can consider adding value-added services that provide additional convenience and benefits to consumers. These could include features such as bundled services, exclusive access to certain offerings, or premium membership options. By providing more value, Meituan can differentiate itself from competitors and enhance consumer satisfaction.

Strengthen Brand Reputation

Engaging in positive brand-building activities is crucial for strengthening Meituan's reputation. Involvement in community activities, corporate social responsibility initiatives, and transparent business practices can significantly

enhance the brand's image. These efforts demonstrate Meituan's commitment to ethical practices and social responsibility, fostering a positive perception among consumers.

Providing excellent customer service is also vital for reinforcing a positive brand image. Meituan should strive to exceed customer expectations by delivering exceptional service at every touchpoint. Personalized interactions, proactive problem-solving, and consistent follow-ups can build long-term loyalty and trust. By focusing on these aspects, Meituan can strengthen its brand reputation and cultivate a loyal customer base.

VII. Conclusion

The results of this quantitative study provide valuable insights into the factors influencing consumer trust and satisfaction in Meituan's information technology services in Anhui, China. The significant positive relationships between service quality, user experience, perceived value, and brand reputation with consumer trust and satisfaction underscore the importance of these factors in shaping consumer perceptions and behaviors. Specifically, the study finds that service quality significantly affects consumer trust, indicating the necessity of consistent and reliable service delivery. Additionally, a positive user experience is a significant predictor of consumer satisfaction, highlighting the need for user-friendly interfaces and personalized interactions to enhance consumer engagement and satisfaction. Perceived value plays a critical role in both consumer trust and satisfaction, while a strong brand reputation significantly impacts consumer loyalty, trust, and satisfaction. These findings emphasize the importance of maintaining a positive brand image through ethical practices and excellent customer service.

Looking to the future, this study provides a foundation for further research into the dynamic relationship between digital service providers and consumer behavior in different regional contexts. Future research could explore the impact of emerging technologies, such as artificial intelligence and machine learning, on enhancing service quality and user experience. Additionally, longitudinal studies could offer deeper insights into how consumer trust and satisfaction evolve over time with ongoing digital transformation. By understanding these evolving trends, Meituan and other digital service providers can adapt their strategies to meet the changing needs and expectations of consumers, ensuring sustained growth and competitive advantage in the rapidly evolving digital landscape.

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